

ORDER



Orders
Order / Rev: 43456
Alt Order #: 27580108
Product Desc: Order
Estimate: N20N26
Flight Dates: 11/20/21 - 11/26/21
Original Date / Rev: 11/18/21 / 11/18/21
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Herbster for Governor
Demographic: A35+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-04

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/21	11/21/21	3	\$7,635.00	\$6,489.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2021	3	\$7,635.00	\$6,489.75	0.00
Totals	3	\$7,635.00	\$6,489.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	11/21/21	11/21/21	Good Morning America Su Good Morning America Su	CM	7a-8a	-----S	:30	1	\$70.00	P-05	0.00	NM	1	\$70.00
WEEKEND GOOD MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/15/21	11/21/21	-----S		1		\$70.00		0.00					
N 2	KLKN	11/21/21	11/21/21	This Week This Week	CM	8a-9a	-----S	:30	1	\$65.00	P-05	0.00	NM	1	\$65.00
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/15/21	11/21/21	-----S		1		\$65.00		0.00					
N 3	KLKN	11/20/21	11/20/21	Nebraska Football Gam Nebraska Football	CM	230p-6p	-----S-	:30	1	\$7,500.00	P-04	0.00	NM	1	\$7,500.00
NCAA FOOTBALL-NEBRAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/15/21	11/21/21	-----S-		1		\$7,500.00		0.00					
Totals													3	\$7,635.00	



125 West 55th St
New York, NY 10019

Contract # 27580108

Changes as of: 11/18/2021 at 10:27 AM

Version: Current State Version 1

CPE: HRBST/ORDR/N20N26

Flight: 11/20/21 - 11/26/21

Station: KLLN

Con Type: POLITICAL/NOTE

Agency: Smart Media Group

Advertiser: Herbster for Governor

Market: Lincoln&Hsing-Kmy-Pls DMA

Total Spots: 3

PO BOX 26067
ALEXANDRIA, VA 22313

Product: Order
Agency Order #: 30077958

Office: WASHINGTON
Service: Nielsen

Total GRP: 32.2
Total CPP: \$237.11

Buyer: Dome, Patricia
Salesperson: ALEXANDRA BRADLEY
202-955-5342

Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY
202-955-5342

Traffic #: 43456

Comments: Herbster for Governor New order. Please confirm receipt

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	11/20 - 11/26							Total Spots	Total \$	CPP*	GRP*
								11/20	11/21	11/22	11/23	11/24	11/25	11/26				
1	Su 7a-8a		WEEKEND GOOD MORNING	\$70.00	1.2	3,700	30	0	1	0	0	0	0	0	1	\$70.00	\$58.33	1.2
2	Su 8a-9a		THIS WEEK	\$65.00	1.0	3,300	30	0	1	0	0	0	0	0	1	\$65.00	\$65.00	1.0
3	Sa 2:30p-6p		NCAA FOOTBALL-NEBRAS	\$7,500.00	30.0	6,700	30	1	0	0	0	0	0	0	1	\$7,500.00	\$250.00	30.0
TOTALS:								1	2	0	0	0	0	0	3	\$7,635.00	\$237.11	32.2



125 West 55th St
New York, NY 10019

Contract # 27580108 Changes as of: 11/18/2021 at 10:27 AM Version: Current State Version 1
CPE: HRBST/ORDR/N20N26 Flight: 11/20/21 - 11/26/21 Station: KLNK
Agency: Smart Media Group Advertiser: Herbster for Governor Market: Lincoln&Hsing-Kmy-Pls
PO BOX 26067 Product: Order Agency Order #: 30077958 DMA
ALEXANDRIA, VA Buyer: Dome, Patricia Office: WASHINGTON
22313 Salesperson: ALEXANDRA BRADLEY Service: Nielsen
202-955-5342 Assistant: ALEXANDRA BRADLEY
Separation: Traffic # 43456

Special Instructions

Date/Time	Added by	Comment
11/18/21 10:27 AM	System	Notice Received.
11/18/21 9:57 AM	ALEXANDRA BRADLEY	Herbster for Governor New order. Please confirm receipt

Market Budget: \$135
KLKN Share: 100%
Comment: Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$7,635.00	\$237.11	32.2
Total	100%	3	\$7,635.00	\$237.11	32.2

Monthly Summary		
Month	Spots	Dollars
2021-Nov	3	\$7,635.00
Total	3	\$7,635.00

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	11/18/21 10:06 AM					\$0	\$0	
New	11/18/21 9:57 AM	ALEXANDRA BRADLEY	Confirmed	3		\$7,635.00	\$7,635.00	

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.